

Travel by Road

Chapter 6



Vacations By Car

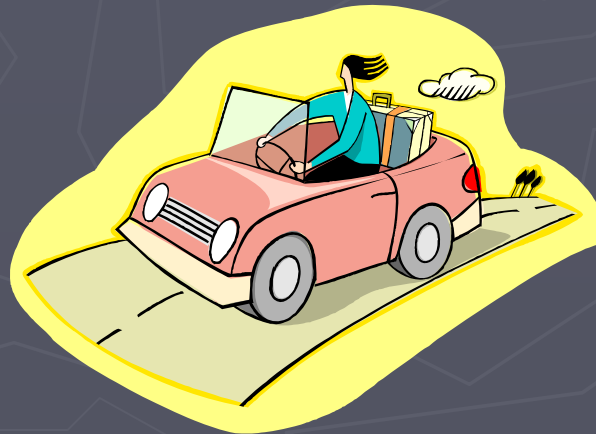
80%

of vacations are taken by car



Who needs a rental car?

- ▶ Business travelers in need of flexibility
- ▶ Leisure travelers on vacation
- ▶ City dwellers on weekend escapes
- ▶ Those in need of a replacement vehicle
- ▶ Those in need of vans or trucks



Car Rental Firms

- ▶ Hertz
- ▶ Avis
- ▶ Budget
- ▶ Dollar
- ▶ Thrifty



Money, Money, Money

- ▶ Car Rentals

- ▶ Sales of Used Cars

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Just the FACTS

- ▶ Hertz introduce the concept "Rent-it-Here, Leave-it-There"
- ▶ Warren Avis opened the first airport car rental counter
- ▶ Avis uses the ad campaign "We Try Harder"

Qualifications

- ▶ Valid Driver's License
- ▶ Proof of Credit
- ▶ Meet Age Requirements
- ▶ Assume Personal Responsibility
- ▶ Minimum Age - 25

Categories

- ▶ Mini
- ▶ Economy
- ▶ Compact
- ▶ Midsize/Intermediate
- ▶ Full-Size/Standard
- ▶ Luxury/Premium
- ▶ Special (Trucks, Vans, SUVs)



Rates

► Class of Car

► Length of Rental



Car Rentals

- ▶ Unlimited Mileage – A flat rate for as many miles as you want to drive
- ▶ Refueling Charge – The charge to top off the tank with high-priced gas when the car is returned
- ▶ A drop-off charge is added if a rent-it-here, leave-it-there fare is not available

Car Rentals

- ▶ A collision damage waiver relieves the renter of all financial responsibility for damage to the car
- ▶ AAA is one of the world's largest travel organization

To Drive or Not To Drive...

- ▶ Outside the United States, distance is expressed in kilometers, and volume is expressed in liters
- ▶ Driving may be on the left or right side of the road
- ▶ Automatic shift must be requested and costs more
- ▶ Air-conditioning is not standard and may not be available
- ▶ Automobile trunk space is generally more limited
- ▶ Gas may be three to five times more expensive than in North America

Decided Yet?

- ▶ Road signs are in local languages and in local alphabets
- ▶ High traffic congestion means small cars are the rule
- ▶ City-center parking is difficult; many historic centers are closed to traffic
- ▶ Stiff, on-the-spot fines are meted out for speeding
- ▶ Prison terms are handed out for drunk driving

How about now?

- ▶ Seat belts for front and back seat passengers are required in France, Holland, Italy, Norway, Republic of Ireland, Sweden, on motorways in Israel, and in various other countries
- ▶ Double trucks are common
- ▶ Daytime running lights may be required